



Pike Place Market Preservation and Development Authority (PDA)

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**OPERATIONS & COMMUNICATIONS COMMITTEE**  
Meeting Minutes

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Thursday March 17<sup>th</sup> 2011  
4:00 p.m. to 6:00 p.m.  
PDA Conference Room

**Committee Members Present: Ann Magnano, Patrick Kerr, David Ghoddousi, Gerry Kumata**

**Other Council Members Present: Bruce Lorig, Gloria Skouge,**

**Staff Present: Ben Franz-Knight, James Haydu, Ryan Yale, Jennifer Maietta, Matt Holland, Brittney Farrow, Kateesha Atterberry, Scott Davies, Teri Wheeler, John Turnbull, Ryan Hostetler,**

**Others Present:**

The meeting was called to order at 4:04 p.m. by John Finke, Chair.

**Administration**

- A. Approval of Agenda  
The agenda was approved by acclamation.
  
- B. Approval of March 17<sup>th</sup>, 2011 Minutes  
The minutes were approved by acclamation.
  
- C. Announcements and Community Comments  
None

**II. Marketing**

Staff Reports

**Action Item:** Proposed Resolution **11-29:** Authorization for Non-Exclusive Trademark Licensing Renewal/Agreement with Savor Seattle Food Tours

James presented the resolution and stated that Savor Seattle Food Tours agrees that it will apply the same high standards in the use and depiction of the PPM and PDA in relation to its tour named "Pike Place Market Food & Cultural Tour" Both in design and in copy, Savor Seattle Food Tours will use the terms and images related to "Pike Place" and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks; likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to Savor Seattle Food Tours and its "Pike Place Market Food & Cultural Tour" and all related marketing of such. James added that Savor Seattle Food Tours agrees to pay the PDA \$6,500 per year for the 2 year term of this agreement. First payment is due immediately upon signing of agreement and second payment of \$6,500 is due to the PDA no later than March 17, 2012. James requested that they execute a non-exclusive trademark licensing agreement with Savor Seattle Food Tours for the use of the "Pike Place Market" name and trademarks of Pike Place Market for the tour named "Pike Place Market Food & Cultural Tour".

David Ghoddousi moved, Gerry Kumata seconded

For: Ann Magnano, Bruce Lorig, David Ghoddousi, Patrick Kerr and Gerry Kumata

Against:

Abstain:

The proposed resolution was passed unanimously.

James reported on Rachel's return and how its coinciding with Daffodil Day on March 18<sup>th</sup>. James discussed Around the Market in 80 minutes. He mentioned how its been a great success and very heavy involvement and may be one of the most successful marketing promotion he can remember. James commented on media coverage via TV and radio and transit ads. The PDA has spent more money than in past years and it is showing positive results with the merchants and overall sales. He continued his report on Picnic for the Planet. The PDA was approached by the nature conservatory discuss land conservation and the surplus of farmland they have purchased and are looking for ideas on what to do with the land. James also added the PDA is seeking out restaurants in the Market to initiate a true Artisanal Food Festival, which will be held the first weekend in October.

### **III. Farm Program**

#### **A. Staff Reports**

Ben reported on farmer's market and the proposed collaboration with Amazon.com and other satellite markets. Resolutions will be submitted to the full council next month.

Teri and David reported on Daystall and the Rules and Regulations.

David gave an overview of the Rules and Regulations update on staff proposals.

Bruce Lorig commented on the selective list that the Craftsperson deals with.

Pat discussed his difficulty in getting on the Craftsperson list and would like the process to be looked at.

David gave a brief overview of the craftsperson rules and regulations

There was a question and answer period.

### **IV. Property Management**

#### **A. Action Item: Proposed Resolution 11-17: Amendment of Tenant Improvement Allowance for Work in Matt's In The Market**

John presented the resolution and stated that the Lease for Matt's in the Market ( in the Corner Market Building) was approved by Resolution 10-69, which lease provided for an increase in floor area to include a temporary entrance during renovation and a permanent expansion of the dining and restaurant kitchen areas. The PDA Council approved as part of this lease funding improvements to the building that would permit the tenant to construct a restroom on the premises and funding an allowance of up to \$10,000 for other tenant expenses incurred in making improvements to this expansion area. The PDA and Tenant have since obtained competitive pricing indicating that the PDA share of restroom improvements to be \$14,000 and an equal amount as a more accurate estimate of the costs for making the expanded space function during the current construction period,

It was requested that he Pike Place Market PDA Council authorizes the increase of allowance for tenant improvement related at Matt's in the Market from \$10,000 to \$15,000 for general tenant improvements and an allowance of up to \$14,000 towards the cost of constructing new restrooms on the premises per approved plans.

Bruce Lorig moved, Gerry Kumata seconded

For: Ann Magnano, Bruce Lorig, David Ghoddousi, Patrick Kerr and Gerry Kumata

Against:

Abstain:

The proposed resolution was passed unanimously.

**B. Action Item: Proposed Resolution 11-18: Restoration of Restroom and Balcony Related to Renovation Work in Chez Shea**

John presented the resolution and stated that the Renovation of the Corner Market Building required the permanent relocation of the entrance to Chez Shea and the temporary removal of a balcony and restroom associated with those premises due to the installation of an elevator as part of the renovation work to service the Corner Market Building. The PDA has previously reimbursed the tenant for costs incurred to relocate the business entrance and access stair to the balcony. The construction of the elevator shaft has been completed and is now possible for the tenant to reconstruct the restroom that was temporarily removed due to construction;

John requested reimbursement of up to \$20,000 of tenant costs related to reconstruction of bathroom removed during renovation work.

Bruce Lorig moved, Gerry Kumata seconded

For: Ann Magnano, Bruce Lorig, David Ghoddousi, Patrick Kerr and Gerry Kumata

Against:

Abstain:

The proposed resolution was passed unanimously.

**C. Residential Property Management Report**

John gave an overview of the vacancy report and discussed the correspondence with HUD with regards to Sanitary Market.

**D. Closed Session (RCW 42.30.110 [c])**

- i. Review of Lease Proposals
- ii. Review of Delinquency Report
- iii. Vacancy Report
- iv. Current Lease Negotiations

The meeting went into closed session at 4:37 p.m.

Closed session ended at 5:09 p.m.

**E. Approval of Lease Proposals**

John Finke moved for approval of the lease for David Ghoddousi seconded

The approval of the Lease Proposal passed unanimously

Pike Place Bakery – Rent Reduction Agreement will be addressed at a later date.

**V. Items for the Consent Agenda**

The lease proposal for Reflecting on Seattle and was placed on the consent agenda for the March 31<sup>st</sup> PDA Council Meeting.

David moved Gerry seconded

The proposals were approved by acclamation

**VI. Public Comments**

Jenna Brava – Commented on the crowds down Pike street during the summer. She suggested closing down the street where the outside slabs are located.

Acep Hale – Discussed the facing of the clock and wanted to publicly thank Teri and David for their assistance and help.

## **VII. Concerns of Committee Members**

## **VIII. Adjournment**

The meeting was adjourned at 5:32 p.m. by Pat Kerr, Vice Chair.

Meeting minutes submitted by:  
Ryan Yale, Executive Assistant